

Customer and Market Focus Team

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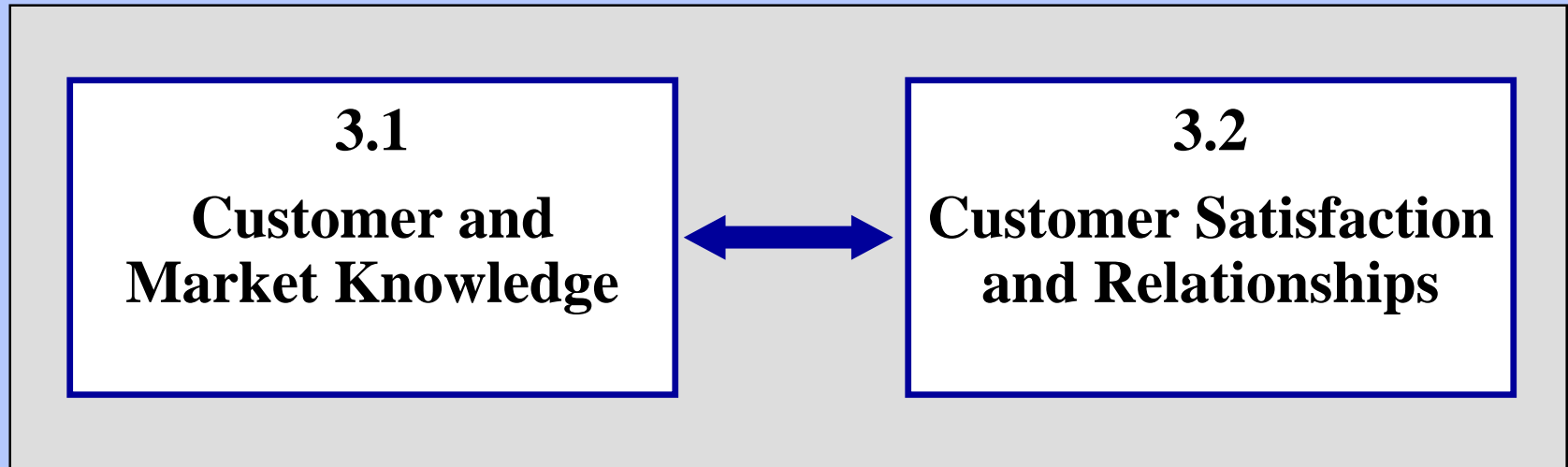
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Customer and Market Focus



- **Customer Groups and Market Segments**
- **Listening and Learning Strategies**
- **Important Product and Service Features**
- **Keep Current with Business Needs and Directions**

- **Accessibility and Complaint Management**
- **Building Relationships**
- **Customer Satisfaction Determination**
- **Competitive Performance**

Customer and Market Focus Strengths

- **Identifying changing technology market segments and aligning staffs and budgets for effective response**
- **Systematically measuring overall customer satisfaction and determining customer requirements**
- **Providing direct assistance to customers through a variety of help desk systems**

Customer and Market Focus Opportunities for Improvement

- **Developing an integrated approach to building customer relationships across PTO by sharing customer information and best practices among the business units**
- **Developing a systematic integrated customer complaint process so complaints are recorded, responded to in a timely manner, analyzed and shared among business units**
- **Structuring the customer satisfaction surveys so that information can be collected on all individual organizations**